



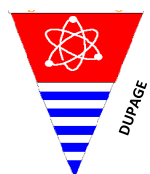
## DISTRICT 20

Membership Newsletter—Volume 65 Issue 2  
Special Edition: Spring-Summer

# TRIDENT

## Spring Conference/Change of Watch

United States Power Squadrons is America's Boating Club®



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**your Smart**  
**Phone,**  
**Tablet,**  
**Laptop or**  
**Desktop**  
**Whichever is**  
**easiest for you.**



**We Miss Seeing YOU!!!**



Internet Addresses  
USPS: [www.usps.org](http://www.usps.org)  
D/20: [www.uspsd20boating.org](http://www.uspsd20boating.org)  
Public: <https://americasboatingclub.org>

**UNITED STATES  
POWER SQUADRONS®**

A publication of District 20  
published twice yearly  
Opinions expressed are those of the writers and  
not necessarily those of D/20 and USPS

**DISTRICT COMMANDER**

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Manteno, IL 60950  
815-468-1778

**EXECUTIVE OFFICER**

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930 S. Lincoln Ave.  
Springfield, IL 62704  
773-575-8177

**EDUCATIONAL OFFICER**

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5175 Hogan Rd  
Auburn, IL 62615  
217-891-2870

**ADMINISTRATIVE OFFICER**

D/Lt/C Stuart Zwang, SN  
2324 Highmoor Rd  
Highland Park, IL 60035  
847-432-9348

**SECRETARY**

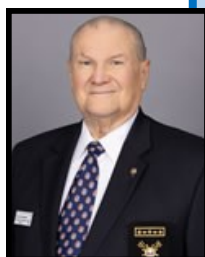
D/Lt/C John Hatton, AP  
14971 Liston Ave.  
South Beloit, IL 61080  
815-389-8532

**TREASURER**

D/Lt/C Louise M. Potter, SN  
1475 Galaxy Way.  
Bourbonnais, IL 60914  
815-933-1470

**ASS'T EDUCATIONAL OFFICER**

D/1st/Lt Richard A. Davidson, SN  
1900 S. Millburne Rd  
Lake Forest, IL 60045  
847-295-8845



**D20 Spring Conference/Change of Watch  
Presented Virtually  
March 13, 2021  
Starting at 0930 Ending 1600**

Plan to attend one or all sessions

**AGENDA:**

0930-1000	Virtual coffee time	D/C Terry Phillips, P District Commander
1000-1100	District Education Officer Seminar	D/Lt/C Scott Harmon, AP Educational Officer
1100-1115	Break	
1115-1130	i-911 Presentation	D/Lt/C Scott Harmon, AP Educational Officer
1130-1145	Recap of Annual Virtual Meeting	D/C Terry Phillips, P District Commander
1145-1300	BREAK FOR LUNCH	Virtual lunch—bring your lunch and sit and chat with other members
1300-1330	Verification of Delegates	Credentials Committee
1330-1600	Spring Conference Meeting and Change of Watch	D/C Terry Phillips, P District Commander

Conference Agenda—see Page 4

**Introducing  
Chief Commander's Representative**

National Educational Officer, V/C William McManimen, SN-ON will represent the Chief Commander at the 2021 District Conference and officiate at the District Change of Watch.

Bill joined USPS in 1977 and has earned 43 merit marks. He is a member of Main Line Power Squadron in District 5 and resides in Maple Glen PA

Bill has been very active in the BOC program from its inception. He became an Inland Navigator in 2009, Coastal Navigator in 2011, Advanced Coastal and Offshore Navigator in 2019. That's quite an achievement!

Please join me in welcoming Bill to our virtual conference.



## **DISTRICT COMMANDER**

D/C Terry A. Phillips, P

Thank you. Thank you for volunteering and making taking the time to continue to have virtual district meetings, virtual dinners, virtual Change of Watches, and virtual squadron meetings. It is through you and only you that District 20 can go forward into the future. As with any change, not everyone is pleased, but with the health and safety of our members foremost in our minds – district and squadron leaders are doing what has to be done.

The Spring 2021 Conference/Change of Watch is virtual this year. The Zoom meeting information may be found on another page of the Trident. Included this year is a virtual luncheon, you bring your own food and drink, and continue on the Zoom format, talking with other members. Hopefully, this will help us renew friendships that have been disrupted due to the COVID pandemic. Dress is USPS/squadron shirt or other appropriate attire.

As we move onward this year, with vaccines becoming more available, masks, and larger numbers being able to meet, my hope is the Spring 2022 Conference/Change of Watch will be in person. Foremost, though, is still the safety of our members, no matter how much I personally want to have a face-to-face conference.

National has announced the next two meetings:

- Fall Governing Board Meeting 2021  
29 August – 5 September  
North Hills Hilton,  
Raleigh, North Carolina
- Annual Meeting 2022  
19 February – 27 February  
Sawgrass Marriott,  
Ponte Verde, Florida

Changes are coming to USPS/America's Boating Club. In order to help keep up to date with marketing techniques, the Marketing Department has put together tool kits that may be downloaded. These are professionally done, with brochures that can be downloaded for printing. To find this kit go to USPS.org – marketing committee.

Let's make a date, 13 March at 9:00a.m. to all attend the Spring Conference. I'll bring my peanut butter sandwich to the virtual luncheon or maybe it will be ham. Definitely I'll have a glass of milk to go with the sandwich. What are you going to bring?

Respectfully submitted,

*D/C Terry Phillips, P*

**District Commander**

# 2021 Conference Agenda

## March 13, 2021

### 1330- - 1600

Call to Order	D/C Terry Phillips, P
Pledge of Allegiance	D/Lt David Donkers, SN
Invocation	P/D/C Bob Potter, SN
Introduction of D/20 Bridge	D/C Terry Phillips, P
Introduction of VIP / Guests	P/D/C Mary Merrell, SN
Approval of Conf Minutes, 8 Oct 2020	D/C Terry Phillips, P
Executive Department Report	D/Lt/C Kenneth L. Crutcher, AP
Educational Department	D/Lt/C Scott Harmon, AP
Administrative Department Report	D/Lt/C Stuart Zwang, SN-CN
Treasurer's Department Report	D/Lt/C Louise Potter, SN
Secretary's Department Report	D/Lt/C John Hatton, AP
Immediate P/D/C Report	P/D/C Mary Merrell, SN
Intro of C/C Rep	D/C Terry Phillips, P
Chief Commander's Message	V/C William McManimen, SN-ON
Elected Committees	
Nominating Committee	P/D/C Mike Ludtke, SN-CN
Rules Committee	P/DC Pat Antoni, SN
Audit Committee	P/C David Sallman, JN
Budget Committee	P/C Frank D'Amico, AP
Planning Committee	P/D/C Natalie Witty, JN
D/C Appointed Committees	
Marketing & Public Relations	P/D/C Karen D'Amico, AP
Law Officer	D/Lt Victor Schubert, AP
Squadron Support	
District Commanders Report	D/C Terry Phillips, P
Old Business	D/C Terry Phillips, P
New Business	D/C Terry Phillips, P
Election of 2021 Bridge/Installation of Bridge	V/C William McManimen, SN-ON
Announcements	D/C Terry Phillips, P
Benediction	P/D/C Bob Potter, SN
Adjournment	D/C Terry Phillips, P





Proposed FY 2022 Budget

EXPENSE	FY22 Budget
100 COMMANDER	\$870.00
200 EXECUTIVE DEPARTMENT	\$450.00
300 EDUCATION DEPARTMENT	\$200.00
400 ADMINISTRATIVE DEPARTMENT	\$2,775.00
500 SECRETARIAL DEPARTMENT	\$395.00
600 TREASURER DEPARTMENT	\$100.00
EXPENSE TOTALS	\$4,790.00
INCOME or TRANSFERS	
Interest on Investment income	\$0.00
Member Dues	\$3,010.00
INCOME TOTALS	\$3,010.00
OPERATING REVENUE OVER EXPENSES	(\$1,780.00)
Withdraw Current Assets To Cover Projected Expenses Greater Than Income	\$1,780.00
BALANCE AFTER WITHDRAWAL	\$0.00

28-Feb-21

Respectfully submitted,  
P/C Frank D'Amico, AP  
Finance/Budget Chair

## DISTRICT ADMINISTRATIVE OFFICER

D/Lt/C Stuart Zwang, SN



I get a periodic report from National telling us that we should do better with regard to membership retention. Or to repeat Mary Abbott's plea – **membership is Job One.**

I thought about this and would like to ramble on to offer a few of my thoughts. Previously I mentioned that so many organizations – read Moose, Elk, etc. are having difficulty attracting and retaining members. So America's Boating Club A.K.A. Power Squadrons are not alone.

Clearly each and every one of us, assuming that we are true believers, have to 'sell' our organization. Unfortunately I must admit that sales are not my forte.

In one of our national video meetings, I mentioned that it might be advantageous if the National Organization would / could partner with boat manufacturers to offer our courses. The National organization is aware of this, and tells me that this is on their 'event horizon.'

I would add that locally we should add local marinas to this partnership. I know that we have tried with providing them with courses and boating seminars.

My suggestion is to go further. (After all, as my wife tells me, we have too much time on our hands.)

I would like to ask that both Karen D'Amico our publicity chairman, and Rich Davidson, our I.T. guru to approach local marinas such as Larson Marina in Waukegan to allow us to have a link on their web site to our organization.

The 'hook' in this project would be to design some type of small quiz –do you know what these buoys do? Or what color, red or green is on the right side of the running lights. Then the hopefully unsuspecting and gullible victim would be enticed to take our boating course.

The fee for the intro course would be free.

After that we want to convert a user / student to want to take more of our courses, pay for them and become a member of our merry band.

Obviously our part of this would be one vector to hopefully obtain new members.

The other vector would be to meet with your dock mates and ask them to join us for some type of our fellowship activity. This could be a flare shoot, short course on traversing locks or a camp fire.

But what of membership RETENTION? If a person resigns from

a squadron, we have been told that it takes seven calls asking that person to return to our ranks before we are successful. That's a lot of perseverance.

This reminds me of the campfire song –"Make new friends, but keep the old – one is silver and the other is gold."

As I think about it, would you believe that it troubles me to see some people take all the courses that they desire, and then resign. My feeling is that that person should stick around to return the favor of educating others.

**HOWEVER, we might consider that it is our fault because somehow we have failed in our responsibility to make that person want to stay because of the fellowship.**

As I think about it, what are some of the items that would help with this fellowship? Here is one of my small thoughts –

**DISTRICT CRUISING. I do not mean the District meeting and cruise.**

I mean the individual squadrons each have their own cruises.

Last week when I spoke with our District Commander, Terry Phillips, she told me that the Mid-Illini squadron was planning another cruise to the U.S. Virgin Islands. That sounds like something that I might like to do.

**So, I would like to start by asking all the cruise captains from each squadron to send their cruise schedules to each and every other squadron. I would then ask that each squadron publish these cruise schedules in their monthly newsletters with an invitation for all other members in the squadrons to join them. Think of this as more opportunities for fellowship – the benefits of the individual squadrons helping each other out in our District. This would be another reason to stay in our organization with so many more opportunities and activities going on all the time.**

Anyhow, I have duly shared my musings for this edition of the Trident.

I hope that each of you have had your Covid-19 vaccinations

Respectfully submitted,

*D/Lt/C Stuart Zwang, SN*  
District 20 Administrative Officer



District 20 - A Unit of the United States Power Squadrons ®

**District 20 Nominating Committee Report**

In accordance with the Bylaws of District 20, the following members are hereby nominated for election at the 2021 District 20 Spring Conference. All nominees have agreed to serve if elected. The District Educational Officer has been approved by National.

The position of Assistant Educational Officer was eliminated by a vote of the District Council on October 8 2020.

Office	Candidate	Squadron
Commander	D/C Terry Phillips P	Mid-Illini
Executive Officer	D/Lt/C Stuart Zwang SN-CN	Skokie
Educational Officer	D/Lt Scott Harmon AP	Land Of Lincoln
Administrative Officer	Cdr Rich Davidson SN	Skokie
Secretary	Cdr Jesse Bowen JN	Waukegan
Treasurer	P/C Joan Eichorst SN	Chicago
<b>Nominating Committee</b>		
Chair	P/D/C George Prescott SN	Chicago
Vice Chair	P/D/C Mary Merrell SN	Fox Valley
2nd Vice Chair	P/D/C Karen D'Amico AP	Skokie
Member (1yr)	Lt/C Julie Perry SN	Fox Valley
Member (2 yrs)	Lt Gerry Chirstman AP	Mid Illini
<b>Rules Committee</b>		
Chair	Cdr Lee Holm SN	Racine
Member (2 yrs)	Lt/C Nancy Sibrava SN	Chicago
Member (3 yrs)	D/Lt/C Ken Crutcher AP	Land Of Lincoln
<b>Audit Committee</b>		
Chair	P/C Dave Sallmann JN	Waukegan
Member (2 yr)	Open*	
Member (3 yrs)	P/C Dave Peel SN	Fox Valley

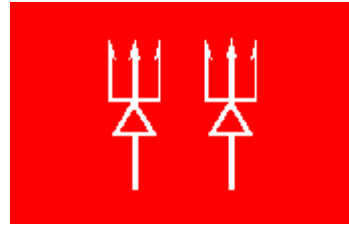
\*Audit Committee two year member is open due to the passing of Ray Granna.

Respectfully,  
PDC Mike Ludtke SN-CN – Chair  
PDC George Prescott SN  
PDC Mary Merrell SN  
Lt/C Julie Perry SN-IN  
PDC Bill Erdmann SN-IN

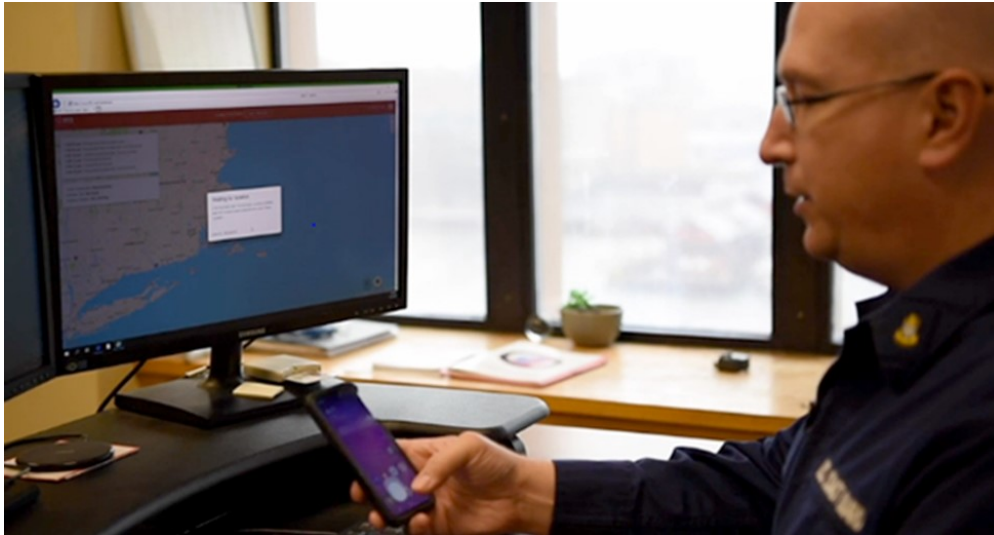
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**DISTRICT  
EDUCATIONAL  
OFFICER**

D/Lt/C Scott Harmon, AP



Educational Officer Scott Harmon will have the scoop on the Education News from the 2021 Virtual Annual Meeting at 10:00am. So tune in, if for no other reason than to test your Zoomability.



I will also have a presentation on a new technology that the Coast Guard watchstanders are using called i911.. Don't miss it!

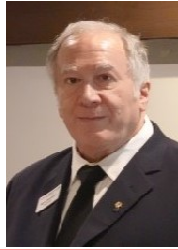
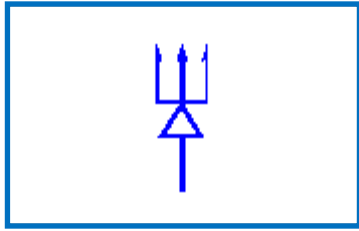
**Engine Cut-off Switch Wear Requirement**

Over the last three years (2018-2020), Congress has passed two laws requiring, first, that manufacturers install engine cut-off switches on recreational vessels and, second, that recreational vessel operators use those engine cut-off switches. The laws that have placed these requirements on recreational vessel manufacturers and recreational vessel operators are found in United States Code (USC), as opposed to the Code of Federal Regulations (CFR) where these types of requirements are typically found. These are federal laws and not enforceable by state and local marine officers at this time. These new laws will improve safety for all recreational boaters by reducing the potential for propeller injuries to recreational vessel operators, other users of the nation's waterways, and marine law enforcement officers responsible for responding to runaway boats.

The seven States that have ECOS laws are: Alabama, Arkansas, **Illinois**, Louisiana, Nevada, New Jersey and Texas. The Coast Guard will be contacting these states to discuss the new laws this coming month. Federal law preempts States from enacting or enforcing a law on a subject that is different from a federal law on the same subject. However, the Coast Guard has the authority to provide an exemption from preemption if recreational vessel safety is not adversely affected, as when a state law is close enough to the federal law and does not adversely affect recreational vessel safety

*D/Lt/C Scott Harmon, AP*  
**District 20 Educational Officer**





## **DISTRICT ASSISTANT EDUCATIONAL OFFICER**

D/1st/Lt Richard A. Davidson, SN

We knew that 2021 would be the recovery from the *Annus Horribilus* that preceded it. So far, things are looking up. The COVID-19 vaccines number three, and we senior citizens should be able to get it before spring is over.

America's Boating Club is doing things to help this year be a good one. I attended many of the workshops and meetings of the National Conference. All of it was online, all of it free, no travel or hotel costs to discourage you from attending, and all of it was recorded and available to view later. Granted, this kind of event is geared towards people with Bridge Offices, but the education, marketing, online tools, upgraded web site, virtual learning, mobile apps, and so on were for all of us to use.

The takeaways from the National Conference are that America's Boating Club is migrating its education program to the National Web Site, added mobile apps to provide a toolkit for boaters to use and videos to train our members, replacements for DB2000 and Sail Angle are in place and being added. Another goal is to move all squadron and district web sites to the national web hosting service to maintain

standards, provide better security, and comply with the ADA mandates. If we are to recruit younger members, we have to enter their world and communicate with their media sources. With fewer squadrons, members, and districts now and the near term future, our education programs, all courses and seminars, have to be accessible online.

We are back. The coming year will be a return to normal life. Boating will be something to share again. Meetings will soon be done live. Just so you know, Skokie Valley will be hosting the Spring, 2022 District 20 Conference at the Holiday Inn in Elgin, March 25-26. That weekend is well before Passover and Easter, so mark your calendar for then. We will need volunteers, as we have in the past.

Hope everyone is doing well. It is time to get vaccinated, come out of your safe spaces, and rejoin life with your friends in the America's Boating Club.

Respectfully submitted

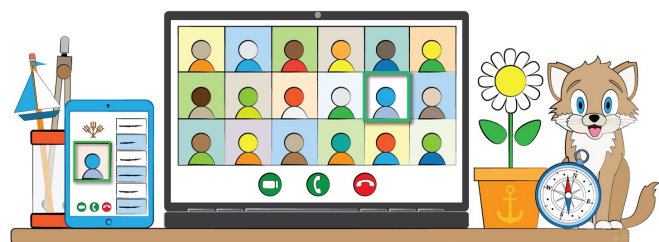
*D/1st/Lt Rich Davidson, SN*

There are 29 recordings of seminars and meetings that were held at the Virtual Annual Meeting.

Go to [www.USPS.org](http://www.USPS.org) and sign on. On the member home page you will see information about the various seminars that were recorded. If you ever wondered about the national conferences but didn't have a chance to attend, take advantage of this opportunity. I know you will enjoy many of them.

Your district officers attended many of the meetings and are loaded with information to pass on to you. Hope to see you at the district conference.

**AMERICA'S BOATING CLUB**  
For Boaters, By Boaters®



**Virtual Annual Meeting**  
February 15-26, 2021

# DISTRICT TREASURER

D/Lt/C Louise M. Potter, SN



Following is the Treasurer Financial Report as of 2/28/21. As you can see, there have not been many expenses this year since we have not been doing in-person meetings and activities. This report will be updated as of 3/31/21, the end of the current fiscal year, and a copy sent to the D20 website established by Mike Ludtke. An updated copy of the 3/31/20 report for comparison purposes will also be submitted to the website.

Respectfully Submitted:

*D/Lt/C Louise M. Potter, SN*

**District Treasurer**

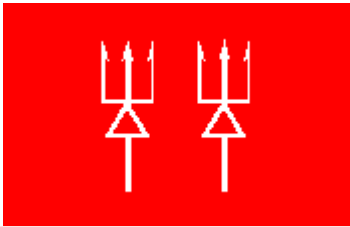


## District 20 Treasurer's Report

Fiscal Year 2020-21  
Oct 1 thru Feb 28, 2021

EXPENSES	Oct 1 - Feb 28, 2021	2020-21 YTD Actual	2020-21 Budget
100 COMMANDER	-	-	900.00
101 - Chaplain	-	-	-
102 - Miscellaneous	-	-	-
Cdr Dept Total	\$0.00	\$0.00	\$900.00
200 EXECUTIVE DEPARTMENT	-	-	100.00
201 - Legislative	-	-	-
202 - Marketing & Public Relations	-	-	150.00
203 - Boat Show	-	-	200.00
204 - Recreational Boating Safety (Incl. VSC)	-	-	-
Exec Dept Total	\$0.00	\$0.00	\$450.00
300 EDUCATIONAL DEPARTMENT	-	-	100.00
301 - Educational Awards	-	-	100.00
Educ Dept Total	\$0.00	\$0.00	\$200.00
400 ADMINISTRATIVE DEPARTMENT	-	-	100.00
401 - Cruise and Rendezvous	-	-	650.00
402 - Conference Expenses/Allocation - Spring	-	1,500.00	1,500.00
403 - Conference Expenses/Allocation - Fall	-	-	1,500.00
404 - Dignitary Gifts	-	-	75.00
405 - Dignitary Meals	-	-	200.00
407 - Squadron Development Workshop / OT	-	-	150.00
408 - Plaques & Flags	-	-	100.00
409 - Electronic Communications	-	-	-
Admin Dept Total	\$0.00	\$1,500.00	\$4,275.00
500 SECRETARIAL DEPARTMENT	-	-	100.00
501 - Roster	-	-	-
502 - Trident Printing	-	-	150.00
503 - Trident Postage	-	-	50.00
504 - Computer Software / Web Site	-	-	35.00
505 - Conference & Council Printing	-	-	50.00
506 - Printing- Bylaws	-	-	-
507 - Secretary of State Filing Fees	-	10.00	10.00
Sec Dept Total	\$0.00	\$10.00	\$395.00
600 TREASURER DEPARTMENT	-	-	-
Treas Dept Total	\$0.00	\$0.00	\$100.00
FLOW-THRU EXPENSES	\$0.00	\$0.00	\$0.00
EXPENSE TOTALS	\$0.00	\$1,510.00	\$6,320.00

Continued page 11



## DISTRICT SECRETARY

D/Lt/C John Hatton, AP

Minutes of the 2020 Fall Conference have been sent to all council members. A motion is needed to approve. (

The Distinctive Communicator Award has been awarded to **D20 for its TRIDENT** newsletter.

4 squadrons have also received the Distinctive Communicator Award for their publications:

- **Fox Valley- Tales of the Fox**
- **Mid Illini- Headlines**
- **Rockford- Scope**
- **Skokie Valley- Running Lights**

3 squadrons received the Distinctive Communicator Award for their websites:

- **Land Of Lincoln**
- **Skokie Valley**
- **Waukegan**

Congratulations to all award winners!

Respectfully Submitted:

*D/Lt/C John Hatton, AP*

**District Secretary**

See Fall Conference Report on Pages 12-13)



Continued from Page 10

District 20 Treasurer's Report

Oct 1 thru Feb 28, 2021

Page 2

INCOME or TRANSFERS	Oct 1 - Feb 28, 2021	YTD Actual	2020-21 Budget
Miscellaneous Income, Refunds	\$0.00	-	-
Computer Web Hosting	\$0.00	-	-
Interest on Investment Income	\$0.00	-	-
Interest Income Checking	\$0.00	-	-
Flow-Thru Income	\$0.00	-	-
Membership Dues	\$1,010.00	2,975.00	3,535.00
<b>INCOME TOTALS</b>	<b>\$1,010.00</b>	<b>\$2,975.00</b>	<b>\$3,535.00</b>

#### CHECKING ACCOUNT ANALYSIS:

Ending Balance on Previous Report	\$ 31,369.64
	\$ -
Less Expenses this Period	\$ -
Plus Income this Period	\$ 1,010.00
Ending Checking Acct. Balance 2/28/21	\$ 32,379.64
Chase Checking Acct Balance \$ 14,997.32	
First American Chk Acct Balance \$ 17,382.32	
Total \$ 32,379.64	

#### CONFERENCE FUND CHECKING ACCOUNT

Minimum Balance Requirement	\$ 1,500.00
(No activity this time period)	\$ -
2/28/21 Conference Fund Balance	\$ 1,500.00



Not Yet Approved by Governing Board

**District 20 Fall Conference Meeting Report**  
**17 October 2020**  
**Via Teleconference**



The meeting was called to order at 1330 by D/C Terry Phillips, P  
The Pledge of Allegiance was led by D/C Terry Phillips, P  
Stf/C Robert Potter, SN, Chaplain, asked for a moment of silence for the following members who passed away since our last conference.

P/C Ray Eulsbach

Joel Meyer

Stf/C Potter, SN offered our Invocation.

D20 Commander Terry Phillips, P introduced the bridge and our special guest, USPS's National Chief Commander, C/C Mary Paige Abbott, SN-IN.

**BRIDGE MEMBERS PRESENT:**

D/C Terry Phillips, P

D/Lt/C Stuart Zwang, SN, CN, IN

D/Lt/C Scott Harmon AP

D/Lt/C Louise Potter, SN

D/Lt/C John Hatton, AP

Immediate P/D/C Mary Merrell, SN

District Commander

Administrative Officer

Education Officer

Treasurer

Secretary

Credentials Committee Chairman, P/C Anita Donkers, AP, confirmed that we have a quorum.

D/C Terry Phillips asked for a motion to approve the 2020 Spring conference minutes. The motion was seconded and approved.

**EXECUTIVE DEPARTMENT:** D/Lt/C Ken Crutcher, AP (absent)

No report

**EDUCATION DEPARTMENT:** D/Lt/C Scott Harmon, P

Awards- Outstanding Presentation in ABC

1<sup>st</sup> Place- Land of Lincoln

2<sup>nd</sup> Place- Skokie Valley

3<sup>rd</sup> Place- Rockford

Prince Henry Award

1<sup>st</sup> Place- Mid Illini

2<sup>nd</sup> Place- Waukegan

3<sup>rd</sup> Place- Rockford

Report- Posted in Seat Packet. District 20 was ranked 9 times nationally. Rockford graduated 3 new instructors.

**ADMINISTRATIVE DEPARTMENT:** D/Lt/C Stuart Swang, SN, CN, IN

D/20 membership is at status quo. COVID has played a significant role in all squadrons in limiting activities. Squadron Commanders are encouraged to get creative when promoting and entering information for Merit Marks. Would like to have a Lock Transiting program.

**SECRETARY DEPARTMENT:** D/Lt/C John Hatton, AP

No Report

**TREASURER DEPARTMENT:** D/Lt/C Louise Potter, SN

Year-end and Current year reports have been sent out. The district is in good shape financially.

Reminded squadron treasurers that 2 forms need to be completed. 1- Illinois Incorporation report and 2- 990 Form which must be copied to National.



**KEY NOTE SPEAKER:**

C/C Mary Paige Abbott, SN-IN offered the Chief Commander's Message. She thanked all for attending, especially under unusual Covid 19 Pandemic circumstances.

All districts are fighting through COVID issues. The National Bridge is conducting weekly meetings. The Board of Directors meet monthly. A fundraiser, "Giving Tuesday" will be held on 1 December 2020. The Ships Store does offer a virtual Drop Ship program with a 2 week window. National insurance does NOT cover COVID 19. We must follow CDC guidelines. There was a 12% increase in the premium. All districts and squadrons need to ensure that their websites are ADA compliant. National received \$164K in Paycheck Protection as provided by COVID relief. Headquarters has reduced hours and has applied for full forgiveness. Annual meeting is on schedule with no minimum commitments. Fall Governing Board is set for Raleigh, Sept 1-5, 2021. Membership has increased the past 2 months. National boat sales are up. These are potential members. Accidents are also up, indicating increased need in our education programs. Currently, there are about 500k boaters in the country. We need to go out and get them.

**OUTGOING COMMANDER MESSAGE:** D/C Mary Merrell, SN

No report

**NOMINATING COMMITTEE-** P/D/C Mike Ludtke, SN, CN

There have been 8 meetings. There is a full slate of officers in nomination. The position of ADEO has been eliminated by vote of the D/20 Council.

**RULES COMMITTEE-** Pat Antoni

No report

**AUDIT COMMITTEE-** No report

**BUDGET COMMITTEE-** No report

**MARKETING COMMITTEE-** Karen D'Amico

National Marketing committee has a new flyer available on the website. The National Meeting committee has made the virtual meeting available.

**LAW OFFICER-** Victor Schubert

No report

**SQUADRON SUPPORT-** Important to have some sort of personal contact with members during these times.

**COMMANDER-** D/C Terry Phillips, P

Virtual is becoming the new normal. There was good attendance today and we need to stay prepared.

**NEW BUSINESS:** Mike Ludtke

No booth at the boat show this year. No VSCs and no requirement for 5 exams this year to remain certified as an examiner. 2021 VSC stickers are being printed with 2x the amount being shipped.

**BENEDICTION:**

Stf/C Robert Potter, SN offered the Benediction

A motion to adjourn was made by Stuart Zwang and seconded by Jesse Bowen. The motion carried and the meeting was adjourned at 1437 hours.

Respectfully submitted,

*D/Lt/C John Hatton, AP*

**District Secretary**



## **D/20 Spring Conference 2021 Marketing & Public Relations Committee Report**

The USPS Marketing Committee hosted several seminars during the Annual Meeting in February. Recordings for all these sessions and more are available on the USPS National Meetings Site. This is a great opportunity for all members to have direct access to the information provided by the National Committees and a positive benefit of these virtual events!

### **How to use America's Boating Club Mobile App for Marketing Purposes (Mon Feb 15)**

*This is a quick 16 min recording with instructions how to download the app and create an account, an overview of the ABC Mobile App features, how to use it to enhance educational offerings, and how to create interest with potential members. The second showing of this presentation on Mon Feb 22 integrates the presentation recording with Q&A (therefore runs about 51 min).*

### **Marketing Committee Open Meeting (Mon Feb 22)**

*Learn about the resources available from the Marketing Committee, as well as national advertising campaigns and outcomes. This was a short presentation, followed by discussion/ideas shared by other squadrons to promote upcoming club events by leveraging free resources, PR ideas, and social media outlets.*

### **Recruiting and Retaining Members Through Effective Marketing of Educational Programs (Tue Feb 23)**

*This 90-minute workshop focuses on effective marketing of educational products and programs for membership recruitment and retention. It presents marketing strategies for the two target markets, introduces new resources for local club use, and reinforces key promotion and planning concepts.*

I highly recommend the last workshop for individuals working to grow their membership. It highlights data showing how education is the key to squadron growth. They share a lot of good information and techniques for promoting your educational program offerings. It also includes an interesting presentation on how the Greenwich Squadron has leveraged Constant Contact to cultivate different lists for outreach to members and non-members, which was the tipping point for their squadron growth.

In 2020, the Marketing Committee had to pivot their marketing campaign efforts and resources to promote online courses due to the pandemic. Consistently online ads drive more traffic to the website (36%), which increases awareness for our organization and also promotes both online and onsite courses. Marketing campaigns in 2020 yielded 3,489 course sales (2,114 ABC3), more than doubled online sales from previous years. This helps drive revenue from sources above and beyond membership dues.

#### **National Marketing Campaigns 2020**

- **971 total new cyber members**
- **559 new members from online Covid campaign Jul-Dec**
- **60% of new cyber members transferred to a local squadron**

**Remember the Rule of 7!**

Encouraging individuals to take online courses does help local squadron membership. Contact information for each new cyber member is sent to the three closest squadrons. Squadrons can then outreach to these members to encourage them to transfer to the local squadron. The Marketing Rule of 7 means you have to contact someone 7 times before they buy from you. You can't just send these cyber members one email and be discouraged when they don't respond. Continue to send them notifications about your upcoming activities and invite them to join you at your local events. Especially as areas start to open up this year and people are looking to get out on the water.

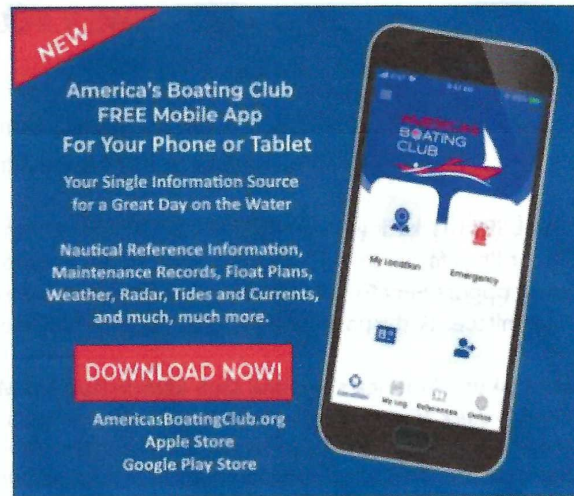


## District 20

## Marketing & PR Committee

There was a lot of discussion about the new America's Boating Club mobile app, available on both Apple and Android devices. When searching for the app on the mobile app store, remember it is America's Boating Club with an apostrophe! You will have to create an account to login to the app, and you can download to multiple devices. Potential members can also login as a Guest if they don't want to provide their contact information yet.

The Annual Meeting Presentation talks about how to leverage the mobile app in conjunction with your educational offerings. Have students download the app at the start of the class. Then incorporate it into the presentation by showing them where to find that content in the app.



The app includes content that students learn during the course, and is a great reference after they graduate. Students don't carry around their ABC book, but they do have their phone with them on the water. They will be reminded of our organization after the class, even if they did not become a member.

Here is a list of features on the mobile app:

- My Location – a quick way to let your boating friends know where you are to meet up (assuming of course you have a cell signal at your location)
- Emergency – quick reference information you learn in the class like radio call procedures, visual distress signals, and medical guidance.
- File a Float Plan – auto fills your information and makes it simple to email family or friends
- Reference information
  - Glossary – terms from the ABC course
  - Knots – pictures and how to tie them
  - Weather – links to the US National Weather Service (e.g., storm tracker)
  - Buoys – basic information about what you see on the water
  - Tide charts – links to the NOAA website
  - Nautical flags – alphabet and numbers
  - Navigation lights – for different types of vessels (power, sail, fishing, etc.)
  - Navigation Rules – quick reference
  - Learning Center, Courses and seminars, and America's Boating Channel – all link to the National website

The Marketing Committee website includes tools and resources to promote the new app. The graphics above can be downloaded and placed in your newsletter. There is also a pdf document that can be printed and distributed at in person events like classes, seminars and boat shows. Also, note the new co-branded logo used in this report, which is also available on the website.

Respectively submitted,

P/D/C Karen D'Amico, AP  
D/20 Marketing & PR Committee Chair

# TRIDENT

District 20, unit of United States Power Squadrons®

**FROM:**

P/D/C Pat Antoni, SN  
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## First Class Mail



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